

# Economic Development



03/24/11

## *Econa and SEDI Focus Group*

### Industry Clusters

- NAU and CCC
- Medical
  - Social Need
  - Bio Science on the Mesa
  - FMC
- What is the point of each cluster (location)
- Distinguish geog from purpose
- Gateways/Identity for each area
- Food/AG cluster
  - Water rates and use.
  - Urban AG zoning and business permit
- Bellemont/Port authority? (answered by system approach)
- Neighborhoods: Community Development Orgs and other non profits are already doing a lot of the planning. They need assistance in implementation.

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### Education/Workforce

- What do we need? / Why are we educating?
  - Should not be “passing tests”
  - Should be dealing with world will inherit
- Great assets / Good systems thinking
- Needs interconnection
- “One stop” many opportunities (eg. The Sunnyside one stop and the Goodwill one stop)
- “Social and Economic Opportunity”
  - Local ecology
  - Locally funded
  - Local history
  - Local artists
  - Need strategies to unite business/local gov/education
- See ARPI Regional EMP demand.
- Training is not matched to job demand.
- Lack facility(s) for training.
- NAU/CCC as “clusters”
  - What are they spinning off to create wealth?

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### Activity Centers

- Sense of place
  - “Branded”
- Sense of purpose
  - Agglom economy
- Sense of arrival
- Gathering places
- Home of NAU/CCC
- The transportation to place
  - Bus stops with places

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### Tourism

- Walnut Canyon Expansion
- Tourism as integrated whole Eco + ADU + HERIT etc.
- Regional Package
- Wonderful place <Visit Live>
  - Sense of place – All region
- Threat – love it to death
- #1, many champions, great potential
  - “Can take care of itself”
- Interactive tourism/World citizens
- HATC
- Scenario: What does gas \$ do
  - Response might be: market to Southwest
  - Threat: Not all support tourism
  - Weak: Low pay range.